

## Communicating the Future: Engaging Science, Engaging Scientists



Rick Borchelt, Office of Science, DOE – July 2015

















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Everything I learned about science  
communication I learned in entomology  
grad school.

Not.





A painting of a crowded park scene, likely a 19th-century setting. In the foreground, a man in a top hat and a woman in a dark dress are seated on the grass, looking towards the left. A small dog is running nearby. In the middle ground, a woman in a red dress and a man in a top hat are standing. A large tree is in the center. In the background, a lake with sailboats is visible. The scene is filled with people in various poses and outfits, suggesting a social gathering or a day out in the park.

What a reporter  
asks

What a scientist  
hears



# Elements of the SC Communications Strategy

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- ▶ Should be planned as a **lifecycle** process, not a one-off activity, integrated with the science
  - ▶ Should include ways to reach various stakeholder audiences **where they already are** (as opposed to trying to drag their eyes to a new web site)
  - ▶ Should be aimed more at **curation** than **creation**: We generally want to focus attention, not throw more information out there
  - ▶ Communications is a **strategy**, not a tactic
  - ▶ The “**general public**” is not our audience
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# Planning for the long term

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# Lifecycle Communications Planning -- 1

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- ▶ Three Stages
  - ▶ Awareness
  - ▶ Understanding
  - ▶ Support

This is not necessarily a step-wise process, and presence of one does not necessarily indicate another



# Lifecycle Communications Planning --2

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- ▶ These repeating cycles can also be thought of as:
  - ▶ **Recruitment**
    - ▶ Build visibility, generate buzz
  - ▶ **Maintenance**
    - ▶ Build connections, generate dialogue
  - ▶ **Retention**
    - ▶ Build consensus, generate support

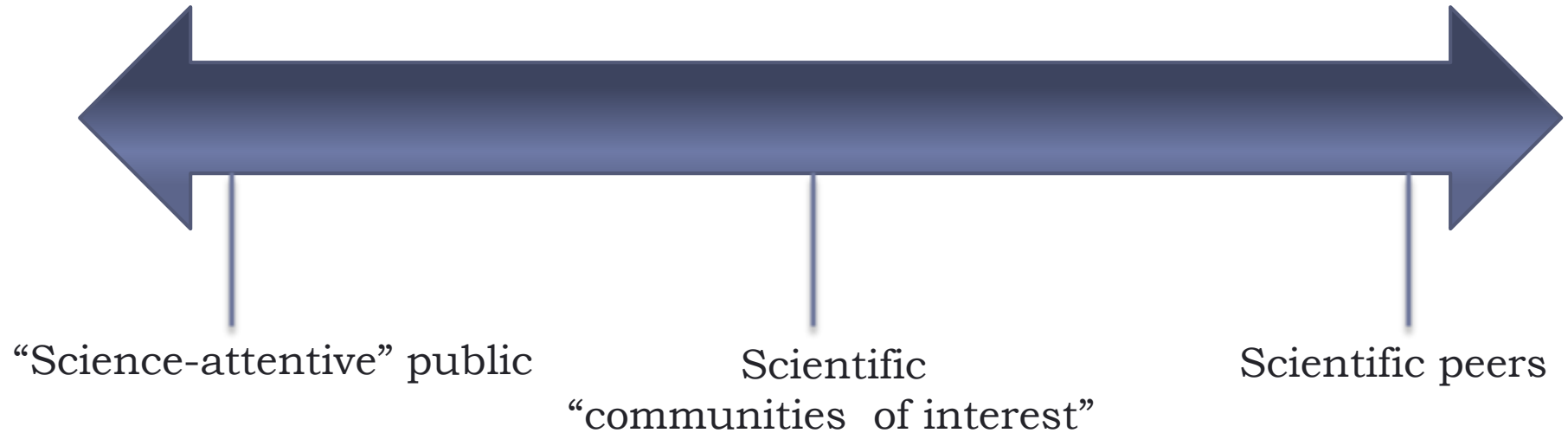






# Spectrum of Sophistication

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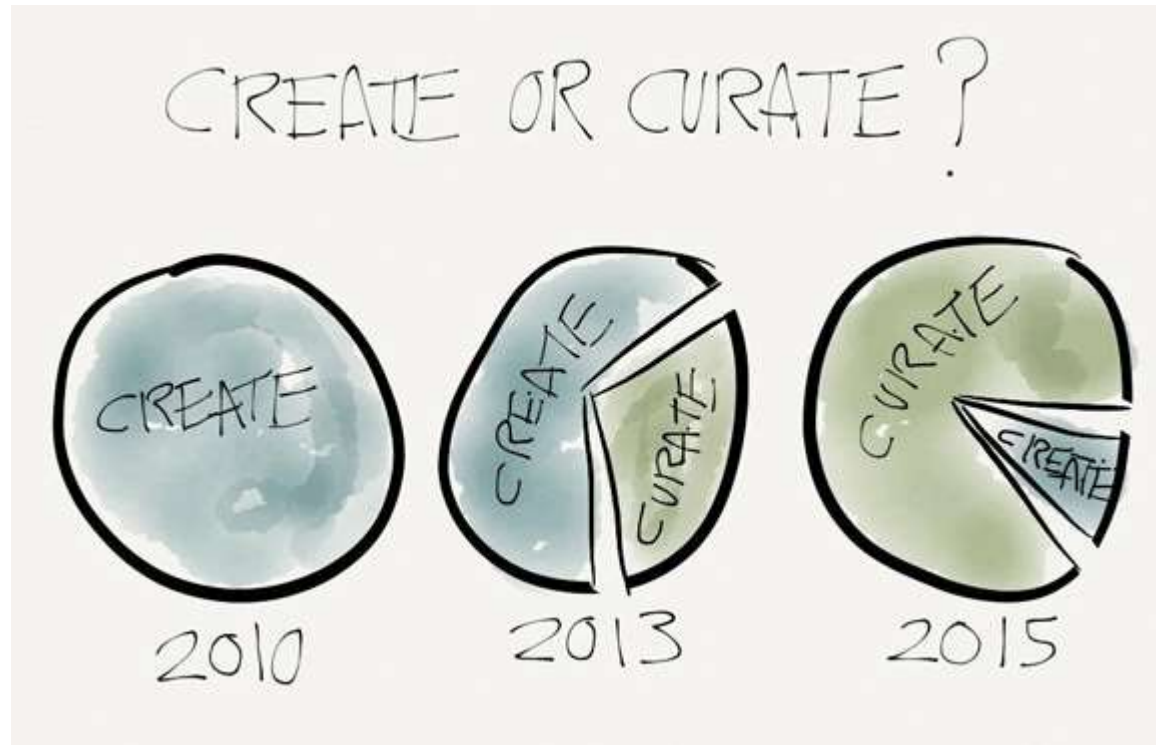






# Curation, not creation

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Uncle Sam  
**WANTS**  
**YOU**



# Amplification from the SC web site





# Amplification with EurekaAlert

The screenshot displays the EurekaAlert! website, which is a platform for disseminating research news. The header features the EurekaAlert! logo and navigation links for Text Only, Privacy Policy, Site Map, Search Releases and Features, and a GO! button. The main content area is divided into several sections:

- U.S. Department of Energy SCIENCE NEWS**: A banner with the U.S. Department of Energy logo and the tagline "Basic Research for the Nation's Future".
- Navigation Bar**: A horizontal bar with links to Biological Sciences, Computational Sciences, Energy Sciences, Environmental Sciences, Physical Sciences, Engineering and Technology, and National Security Science.
- Left Sidebar**: Contains links to Labs, Multimedia Resources, News Releases, Feature Stories, Library, Contacts, and RSS Feed.
- NSB NATIONAL SCIENCE BOWL**: A logo for the National Science Bowl.
- Return to:** A link to the EurekaAlert! website.
- News from the National Laboratories**: A section listing recent news items from the National Laboratories, including:
  - 21-Jul-2015**: Simulations lead to design of near-frictionless material (DOE/Argonne National Laboratory)
  - 16-Jul-2015**: A most singular nano-imaging technique (DOE/Lawrence Berkeley National Laboratory)
  - 16-Jul-2015**: Story tips from the Department of Energy's Oak Ridge National Laboratory, July 2015 (DOE/Oak Ridge National Laboratory)
  - 16-Jul-2015**: New pilot helps small businesses tap ORNL expertise (DOE/Oak Ridge National Laboratory)
  - 15-Jul-2015**: Closer look at microorganism provides insight on carbon cycling (DOE/Argonne National Laboratory)
- ALL DEPARTMENT OF ENERGY NEWS >>**: A link to view all news from the Department of Energy.
- News from Universities and Other Research Partners**: A section listing recent news items from universities and other research partners, including:
  - 22-Jul-2015**: Smarter window materials can control light and energy (University of Texas at Austin)
  - 20-Jul-2015**: NIST calculates high cost of hydrogen pipelines, shows how to reduce it (National Institute of Standards and Technology (NIST))
  - 20-Jul-2015**: Study: Property of non-stick pans improves solar cell efficiency (University of Nebraska-Lincoln)
  - 17-Jul-2015**: [News item partially obscured]
- Right Sidebar (FEATURES)**: A section highlighting featured news items, including:
  - Whole lotta shakin' goin' on**: Full Story >>
  - Tracing the evolution of a drug-resistant pathogen**: Full Story >>
  - New design could dramatically boost efficiency of low-cost solar panels**: Full Story >>
  - It all comes to light**: Full Story >>





# A DUMMIES GUIDE TO...

Science of Science Communication

30 years of communications research

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## REPEAT AFTER ME:

There is no such thing as the general public.  
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**Steel Shot - size 4**









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